

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans:

- **Lead Origin - Lead Add Form (Coefficient: 3.7283):**
 - Leads originating from the "Lead Add Form" have a substantial positive impact on conversion, with a coefficient of 3.7283.
 - **Last Notable Activity - Had a Phone Conversation (Coefficient: 3.4622):**
 - Leads with the last notable activity being a "Phone Conversation" significantly contribute to conversion, with a coefficient of 3.4622.
 - **Lead Source - Welingak Website (Coefficient: 1.9099):**
 - The source of the lead being the "Welingak Website" is another crucial factor influencing conversion, with a coefficient of 1.9099.
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2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

Ans:

- **Lead Origin - Lead Add Form (Coefficient: 3.7283):**
 - Leads originating from the "Lead Add Form" have a substantial positive impact on conversion, with a coefficient of 3.7283.
 - **Last Notable Activity - Had a Phone Conversation (Coefficient: 3.4622):**
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3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

- In this context, sensitivity is a critical metric that gauges the model's ability to correctly predict actual conversions.
- It is defined as the ratio of True Positives (correctly predicted conversions) to the sum of True Positives and False Negatives (actual conversions misclassified by the model).

Formula:

$$\text{Sensitivity} = \frac{\text{True Positives}}{\text{True Positives} + \text{False Negatives}}$$

- This formula provides a quantitative measure of the model's accuracy in identifying real conversions, and by adjusting the cutoff threshold for the probability of lead conversion, we can influence and observe different values of sensitivity.

1. Low Threshold for Predictions

- Set a low threshold for model predictions, emphasizing high sensitivity.

2. Intern-Focused Outreach

- Deploy 10 interns for phone calls to leads predicted as '1' by the model.

3. Specialized Training

- Train interns on effective communication and model insights.

4. Immediate Follow-Ups

- Prioritize immediate follow-ups on high-potential leads.

5. Feedback Loop

- Establish a feedback loop for continuous improvement.

6. Incentive Programs

- Introduce short-term incentives for successful conversions.

7. Collaboration

- Foster collaboration with marketing and support teams.

8. Continuous Monitoring

- Monitor and adjust strategies in real-time.

9. Recognition for Performance

- Recognize and celebrate intern efforts and successes.

10. Utilize Last Notable Activity

- Prioritize leads with positive recent interactions.

By executing this strategy, X Education can maximize lead conversions during the two-month intern period, capitalizing on model predictions and intern efforts.

- 4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

Ans:

Sometimes, we hit our quarterly targets ahead of schedule, and that's when we want our incredible sales team to shift gears a bit.

Instead of making those routine phone calls, we encourage them to explore new opportunities, brainstorm creative ideas, and engage in tasks that add a fresh perspective to their work.

This is a time for our team to delve into exciting projects, collaborate on innovative strategies, and maybe even take a breather to recharge their creative energy. We believe in nurturing a dynamic work environment, and hitting our goals early gives us the flexibility to embrace new challenges and foster a culture of continuous improvement.

So, during these moments, it's not about the usual phone calls; it's about unleashing creativity, seizing fresh opportunities, and ensuring our team remains inspired and motivated.

